



# SIP Trunk Service



## What is Session Initiation Protocol (SIP)?



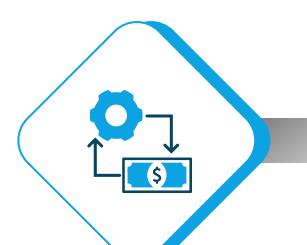
Unlike traditional analog or PRI voice services, **SIP Trunking enables voice communication over IP**, allowing enterprises to handle multiple concurrent calls through a single broadband/ leased line connection



SIP trunks create a **secure virtual connection between the customers and VoIP network**, forming a flexible and scalable voice “pipeline”



**Ensures guaranteed call quality and high concurrency**, with the ability to dynamically allocate channels based on enterprise needs



**Cost-effective voice solution** with centralized call management, enhanced security features, disaster recovery options, and readiness for cloud/ Unified Communications platforms

# SIP for Business

## Why does your business need SIP? (1/2)

1



### Modern, High-Quality Voice for Enterprises

- SIP trunks offer clear, reliable voice over a single IP connection.
- No contention issues – channels stay fully available when needed.

2



### Ideal for Cloud Telephony & Hybrid Work

- Enterprises depend on softphones, call routing, CRM dialers and virtual meetings.
- SIP enables centralised, cloud-ready voice communication for on-site and remote teams.

# SIP for Business

## Why does your business need SIP? (2/2)

3



### Ensures Voice Uptime & Business Continuity

- Outages disrupt customer service and operations.
- SIP provides auto-failover and flexible routing, maintaining seamless voice connectivity even during disruptions.

4



### Scales Easily with Business Growth

- SIP supports large call volumes with low latency, ideal for call centres and expanding teams.
- Channels can be increased instantly – making communication scalable and future-proof.

## Why BSNL SIP?

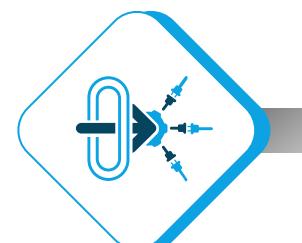
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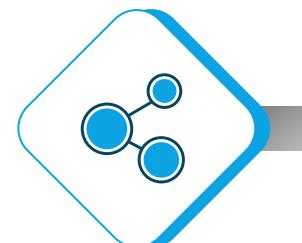
**Carrier-grade voice uptime >99%,** with low latency and assured call stability over BSNL's IP backbone



**Flexible channel scalability,** letting enterprises increase or decrease call capacity without new physical lines



**Managed SIP setup** including gateways, configuration support, SBC compatibility and SLA-backed service



Nationwide presence in **700+ districts**, enabling consistent SIP trunking for offices and branches anywhere

# BSNL Offers SIP Options Tailored to Your Business Needs



## SIP Trunk Over Fibre / MPLS

SIP-based voice delivered over BSNL's fibre or MPLS network

Supports multiple concurrent calls with high-quality VoIP

Redundant network paths ensure call continuity

SLA-backed service with managed configuration and 24x7 support



## SIP Trunk Over Broadband / FTTH

SIP trunking enabled over existing BSNL FTTH/broadband links

Ideal for small offices and retail outlets needing scalable voice channels

Minimal hardware, quick activation and lower operational cost

Reliable call capacity with constant performance monitoring



## Optional Voice Security & Analytics

SIP services can include fraud detection, call analytics and secure routing

Protects against misuse, toll fraud and unauthorized call patterns

Detailed reports for traffic insights and call optimisation

Offered as affordable add-on modules to any SIP plan